

CONTRACT



www.wxyz.com

WXYZ
20777 W. 10 Mile Rd.
Southfield, MI 48037
(248)827-7777

And:

Media Strategies & Research
11350 Random Hills Road
Suite 670
Fairfax, VA 22030

<u>Contract / Revision</u> 304488 /		<u>Alt Order #</u>
<u>Product</u> Stabenow for Senate 2012		
<u>Contract Dates</u> 10/15/12 - 10/21/12	<u>Estimate #</u> 11274	
<u>Advertiser</u> Stabenow / Democrat / Senate		<u>Original Date / Revision</u> 07/12/12 / 07/12/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WXYZ	<u>Account Executive</u> Steve Kopicki	<u>Sales Office</u> WXYZ National
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots Amount	
N 1	WXYZ	10/15/12	10/21/12	5am News M-F	5-6am M-F		:30			NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-WT---				3	\$250.00			
N 2	WXYZ	10/15/12	10/21/12	Action News 6am	6-7am M-F		:30			NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$900.00			
N 3	WXYZ	10/15/12	10/21/12	M-F 7-9am	7-9am M-F		:30			NM	10	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				10	\$900.00			
N 4	WXYZ	10/20/12	10/20/12	Action News SAT 6am	SAT 6-7am		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$225.00			
N 5	WXYZ	10/20/12	10/20/12	GMA SAT 7-8am	SAT 7-8am		:30			NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$275.00			
N 6	WXYZ	10/21/12	10/21/12	GMA SUN 7-8am	SUN 7-8am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$250.00			
N 7	WXYZ	10/21/12	10/21/12	Action News SUN 8am	Sun 8-930am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$250.00			
N 8	WXYZ	10/15/12	10/21/12	M-F 9a-10a	9-10am M-F		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---T---				1	\$325.00			
N 9	WXYZ	10/15/12	10/21/12	M-F 10a-11a	10-11am M-F		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$300.00			
N 10	WXYZ	10/15/12	10/21/12	M-F 11a-12n	11am-12pm M-F		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-T--F--				2	\$500.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.



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<u>Contract Dates</u> 10/15/12 - 10/21/12	<u>Product</u> Stabenow for Senate 20	<u>Estimate #</u> 11274
<u>Advertiser</u> Stabenow / Democrat / Sc		<u>Original Date / Revision</u> 07/12/12 / 07/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
N 11	WXYZ	10/15/12	10/21/12	M-F 3p-4p	3-4pm M-F		:30			NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$600.00			
N 12	WXYZ	10/15/12	10/21/12	Dr. Oz	4-5pm M-F		:30			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				4	\$600.00			
N 13	WXYZ	10/15/12	10/21/12	5-6pm M-F	5-6pm M-F		:30			NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$1,200.00			
N 14	WXYZ	10/15/12	10/21/12	6-630pm M-F	6-630pm M-F		:30			NM	5	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$1,300.00			
N 15	WXYZ	10/15/12	10/21/12	M-F 7-730p	7-730pm M-F		:30			NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$1,200.00			
N 16	WXYZ	10/15/12	10/21/12	M-F 730-8pm	730-8pm M-F		:30			NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$2,000.00			
N 17	WXYZ	10/15/12	10/15/12	MO 8-10pm Dancing	8-10p		:30			NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$10,000.00			
N 18	WXYZ	10/15/12	10/21/12	Tuesday Prime A	8-9pm Tuesday		:30			NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$10,000.00			
N 19	WXYZ	10/15/12	10/21/12	Wednesday Prime B	9-10pm Wednesda		:30			NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--W----				1	\$10,000.00			
N 20	WXYZ	10/17/12	10/17/12	Wednesday Prime C	10-11pm Wednesd		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--W----				1	\$2,500.00			
N 21	WXYZ	10/15/12	10/21/12	Thursday Prime C	10-11pm Thursday		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---T---				1	\$3,500.00			
N 22	WXYZ	10/15/12	10/21/12	Friday Prime A	8-9pm Friday		:30			NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----F--				1	\$1,400.00			
N 23	WXYZ	10/15/12	10/21/12	Sunday Prime A	7-8pm Sunday		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$1,800.00			
N 24	WXYZ	10/15/12	10/21/12	Sunday Prime C	9-10pm Sunday		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$3,000.00			
N 25	WXYZ	10/15/12	10/21/12	11pm Actn News M-F	Late News M-F		:30			NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$2,500.00			
N 26	WXYZ	10/15/12	10/21/12	11-1130pm Sa	11-1130pm Sat Lat		:30			NM	1	\$2,500.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$2,500.00			
N 27	WXYZ	10/15/12	10/21/12	11-1130pm Sun	11-1130pm Late N		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$2,500.00			
N 28	WXYZ	10/15/12	10/21/12	Nightline	1135pm-1205am M		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---T---				1	\$750.00			
N 29	WXYZ	10/15/12	10/21/12	Su 6-630p	6-630pm Sun		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$500.00			
N 30	WXYZ	10/15/12	10/21/12	Monday Prime C	10-11pm Monday		:30			NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$2,800.00			
N 31	WXYZ	10/15/12	10/21/12	Tuesday Prime C	10-11pm Tuesday		:30			NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$2,800.00			
N 32	WXYZ	10/15/12	10/21/12	Friday Prime B	9-10pm Friday		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----F--				1	\$2,000.00			
N 33	WXYZ	10/15/12	10/21/12	Sunday Prime D	10-11pm Sunday		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$3,000.00			
N 34	WXYZ	10/15/12	10/21/12	Jimmy Kimmel Live	1205am-105am M-		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----F--				1	\$200.00			
Totals											77	\$122,525.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/21/12	77	\$122,525.00	\$104,146.25
Totals	77	\$122,525.00	\$104,146.25

Signature: _____ **Date:** _____

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